The Journal of Insurance

INDEX

Volume XXVIII (1961)

Feature Articles

ACCIDENT PRONENESS AND THE UNINSURED MOTORIST, Harold C. Krogh, June '61, p. 99.

"ALL LINES" INSURANCE, PROBLEMS IN DEFINING, William Alrich, June '61, p. 107.

APPLICATION OF MATHEMATICS TO INSURANCE AND RISK MANAGEMENT, Mark R. Greene, Mar. '61, p. 93.

APPLICATION OF THE THEORY OF MARKETING TANGIBLE GOODS TO THE MARKETING OF INSURANCE, Victor Gerdes, Mar. '61, p. 27.

APPLICATION OF THE THEORY OF MARKETING TANGIBLE GOODS TO THE MARKETING OF INSURANCE, Warren N. Cordell, Mar. '61, p. 29.

APPLICATION OF THE THEORY OF MARKETING TANGIBLE GOODS TO THE MARKETING OF INSURANCE, Robert B. Miner, Mar. '61, p. 35.

APPLICATION OF THE THEORY OF MARKETING TANGIBLE GOODS TO THE MARKETING OF INSURANCE, Raymond C. Johnson, Mar. '61, p. 41.

ASSOCIATION INSURANCE, Harry M. Sarason, Dec. '61, p. 79.

AUTOMATION, THE IMPACT OF ON INSURANCE EDUCATION AND MANAGEMENT, John R. Fonseca, Sept. '61, p. 81.

BLUE CROSS AND THE COMMUNITY HEALTH PROBLEM, James S. Feight, Sept. '61, p. 17.

CAPACITY, Ingolf H. E. Otto, Mar. '61, p. 53.

COMMON STOCK INVESTMENTS OF MUTUAL FIRE AND CASUALTY INSURANCE COMPANIES, Paul E. Lay, Dec. '61, p. 41.

COMPENSATION OF EXECUTIVES IN THE INSURANCE INDUSTRY, Charles P. Hall, Jr., Dec. '61, p. 57.

COST OF LIFE INSURANCE TO THE POLICYOWNER—A SINGLE YEAR ATTAINED AGE SYSTEM, Joseph M. Belth, Dec. '61, p. 23.

CREDITORS, RIGHTS OF IN LIFE INSURANCE POLICIES, Stuart Schwarzchild, June '61, p. 51.

DEVELOPMENT OF VOLUNTARY HEALTH INSURANCE IN THE UNITED STATES, THE, Leon Applebaum, Sept. '61, p. 25.

ECONOMIC SIGNIFICANCE OF LOSS SHIFTING IN THE UNITED STATES, Robert L. Bombaugh, Dec. '61, p. 13.

EFFECTS OF COVERAGE OF HOME AND OFFICE CALLS IN A PHYSICIAN-SPONSORED HEALTH INSURANCE PLAN, Robert J. Lampman and S. F. Miyamoto, Sept. '61, p. 1.

EXPENSES INCURRED BY PRIVATE WORKMEN'S COMPENSATION INSURERS, ANALYZING THE, C. Arthur Williams, Jr., Mar. '61, p. 71.

FUTURE LIFE AGENCY FORCE, A LOOK AT, Armand C. Stalnaker, Dec. '61, p. 65.

HEALTH INSURANCE, POTENTIAL INNOVATIONS IN, O. D. Dickerson, Mar. '61, p. 7.

HEALTH INSURANCE, POTENTIAL INNOVATIONS IN, E. J. Faulkner, Mar. '61, p. 21.

HISTORICAL DEVELOPMENT OF SOME BASIC LIFE INSURANCE TERMINOLOGY, David A. Ivry, Sept. '61, p. 65.

INSURING THE SENIOR CITIZEN—A CASE STUDY, D. D. Ulfers, Dec. '61, p. 1.

LIABILITY INSURANCE, PROPER LIMITS IN, Bob Hedges, June '61, p. 71.

LIFE ADJUSTMENT POLICY, A., Robert I. Mehr and George R. Jordan, June '61, p. 59.

LIFE INSURANCE LANGUAGE—PAST AND PRESENT, Lee R. Smith, Dec. '61, p. 93.

LIQUIDATION OF INSURANCE CARRIERS IN THE COMMONWEALTH OF PENNSYLVANIA, THE, Archie Nichols, June '61, p. 45.

LOSS DISTRIBUTIONS IN NON-LIFE INSURANCE, O. D. Dickerson, Shriniwas K. Katti and Alfred E. Hofflander, Sept. '61, p. 45.

MACROECONOMIC EFFECTS OF LIFE AND HEALTH INSURANCE, MEASURING THE, Walter Williams, June '61, p. 77.
MARKETING INSURANCE, EMOTIONAL FACTORS IN, Richard Baker, June '61, p. 1.
MORAL HAZARD, DOES A DEDUCTIBLE CURB?, Richard F. Schmidt, Sept. '61, p. 89.
OASI STATISTICS—A PROGRAM FOR INSURANCE INDUSTRY EMPLOYMENT RESEARCH, PART III, Theodore Bakerman, June '61, p. 87.
PRESIDENTIAL ADDRESS, J. Edward Hedges, Mar. '61, p. 1.
RATING CLASSIFICATIONS, THE EFFECTIVENESS OF, David B. Houston, June '61, p. 83.
RECRUITING COLLEGE MEN FOR LIFE INSURANCE, TOOLS FOR, Burl M. Abel, June '61, p. 97.
RECRUITING PRACTICES AND ATTITUDES IN SELECTED INSURANCE COMPANIES, Alton C. Johnson and Roger T. Reinemann, Dec. '61, p. 73.
REGULATION OF MULTIPLE-LINE INSURANCE COMPANY INVESTMENTS, THE, Raymond G. Schultz and Robert E. Schultz, Dec. '61, p. 51.
REINSURANCE GAME, A TOOL FOR EDUCATION AND RESEARCH, THE, Knud Hansen, June '61, p. 11.
REINSURANCE, SOME ELEMENTS OF A THEORY OF, Karl Borch, Sept. '61, p. 35.
RESPONSIBILITY OF THE INSURANCE INDUSTRY, THE, Frederic M. Peirce, Mar. '61, p. 45.
RETALIATORY INSURANCE COMPANY TAXATION: AN EVALUATION, Robert S. Felton, Sept. '61, p. 71.
RISK IN THE ENTERPRISE SYSTEM, PROPOSAL FOR A NEW COURSE, John D. Long, Sept. '61, p. 55.
RISK, THE MEASUREMENT OF, Robert A. Rennie, Mar. '61, p. 83.
SELF INSURING THE WORKMEN'S COMPENSATION RISK: A CASE STUDY, James L. Athearn, June '61, p. 93.
SPANISH AVERAGE SYSTEM OF INSURANCE AND LOSS PREVENTION, THE, Manuel Orlando Díaz, Dec. '61, p. 85.
TAX PLANNING AND THE DEFERRED PAY CONTRACT, William H. Hoffman, Jr., June '61, p. 19.
TEACHING RISK MANAGEMENT, H. Wayne Snider, June '61, p. 41.
TEACHING TECHNIQUES: PROPERTY INSURANCE CONTRACT ANALYSIS, James J. Chastain, June '61, p. 29.
TEACHING THE ANALYSIS OF FINANCIAL STATEMENTS, Grant Osborn, June '61, p. 35.
UNEMPLOYMENT INSURANCE, THE INSURANCE PRINCIPLE AND, Harry Malisoff, June '61, p. 103.
WIFE'S CONTRIBUTION TO FAMILY INCOME, THE, Roy L. Lassiter, Dec. '61, p. 33.

Authors of Feature Articles

ABEL, BURL M., *Tools for Recruiting College Men for Life Insurance*, June '61, p. 97.
ALRICH WILLIAM, *Problems in Defining "All Lines" Insurance*, June '61, p. 107.
APPLEBAUM, LEON, *The Development of Voluntary Health Insurance in the United States*, Sept. '61, p. 25.
ATHEARN, JAMES L., *Self Insuring the Workmen's Compensation Risk: A Case Study*, June '61, p. 93.
BAKER, RICHARD, *Emotional Factors in Marketing Insurance*, June '61, p. 1.
BAKERMAN, THEODORE, *OASI Statistics: A Program for Insurance Industry Employment Research, Part III*, June '61, p. 87.
BELTH, JOSEPH, M., *The Cost of Life Insurance to the Policyowner—A Single Year Attained Age System*, Dec. '61, p. 25.
BOMBAUGH, ROBERT L., *The Economic Significance of Loss Shifting in the United States*, Dec. '61, p. 13.
BORCH, KARL, *Some Elements of a Theory of Reinsurance*, Sept. '61, p. 35.
CHASTAIN, JAMES J., *Teaching Techniques: Property Insurance Contract Analysis*, June '61, p. 29.
CORDELL, WARREN N., *Application of the Theory of Marketing Tangible Goods to the Marketing of Insurance*, March '61, p. 29.
DÍAZ, MANUEL ORLANDO, *The Spanish Average System of Insurance and Loss Prevention*, Dec. '61, p. 85.

DICKERSON, O. D., *Loss Distributions in Non-Life Insurance*, Sept. '61, p. 45. *Potential Innovations in Health Insurance*, March '61, p. 7.
FAULKNER, E. J., *Potential Innovations in Health Insurance*, March '61, p. 21.
FEIGHT, JAMES S., *Blue Cross and the Community Health Problem*, Sept. '61, p. 17.
FELTON, ROBERT S., *Retaliatory Insurance Company Taxation: An Evaluation*, Sept. '61, p. 71.
FONSECA, JOHN R., *The Impact of Automation on Insurance Education and Management*, Sept. '61, p. 81.
GERDES, VICTOR, *Application of the Theory of Marketing Tangible Goods to the Marketing of Insurance*, March '61, p. 27.
GREENE, MARK R., *Application of Mathematics to Insurance and Risk Management*, March '61, p. 93.
HALL, CHARLES P., JR., *Compensation of Executives in the Insurance Industry*, Dec. '61, p. 57.
HANSEN, KNUD, *The Reinsurance Game—A Tool for Education and Research*, June '61, p. 11.
HEDGES, BOB, *Proper Limits in Liability Insurance*, June '61, p. 71.
HEDGES, J. EDWARD, *Presidential Address*, March '61, p. 1.
HOFFLANDER, ALFRED E., *Loss Distributions in Non-Life Insurance*, Sept. '61, p. 45.
HOFFMAN, WILLIAM H., JR., *Tax Planning and the Deferred Pay Contract*, June '61, p. 19.
HOUSTON, DAVID B., *The Effectiveness of Rating Classifications*, June '61, p. 83.
IVRY, DAVID A., *Historical Development of Some Basic Life Insurance Terminology*, Sept. '61, p. 65.
JOHNSON, ALTON C., *Recruiting Practices and Attitudes in Selected Insurance Companies*, Dec. '61, p. 73.
JOHNSON, RAYMOND C., *Application of Theory of Marketing Tangible Goods to the Marketing of Insurance*, March '61, p. 41.
JORDAN, GEORGE R., *A Life Adjustment Policy*, June '61, p. 59.
KATTI, SHRINIWAS, K., *Loss Distributions in Non-Life Insurance*, Sept. '61, p. 45.
KROGH, HAROLD C., *Accident Proneness and the Uninsured Motorist*, June '61, p. 99.
LAMPMAN, ROBERT, J., *Effects of Coverage of Home and Office Calls in a Physician—Sponsored Health Insurance Plan*, Sept. '61, p. 1.
LASSITER, ROY L., JR., *The Wife's Contribution to Family Income*, Dec. '61, p. 33.
LAY, PAUL E., *Common Stock Investments of Mutual Fire and Casualty Insurance Companies*, Dec. '61, p. 41.
LONG, JOHN D., *Proposal for a New Course: Risk in the Enterprise System*, Sept. '61, p. 55.
MALISOFF, HARRY, *The Insurance Principle and Unemployment Insurance*, June '61, p. 103.
MEHR, ROBERT I., *A Life Adjustment Policy*, June '61, p. 59.
MINER, ROBERT B., *Application of the Theory of Marketing Tangible Goods to the Marketing of Insurance*, March '61, p. 35.
MIYAMOTO, S. F., *Effects of Coverage of Home and Office Calls in a Physician—Sponsored Health Insurance Plan*, Sept. '61, p. 1.
NICHOLS, ARCHIE, *The Liquidation of Insurance Carriers in the Commonwealth of Pennsylvania*, June '61, p. 45.
OSBORN, GRANT, *Teaching the Analysis of Financial Statements*, June '61, p. 35.
OTTO, INGOLF, H. E., *Capacity*, March '61, p. 53.
PEIRCE, FREDERIC M., *The Responsibility of the Insurance Industry*, March '61, p. 45.
REINEMANN, ROGER T., *Recruiting Practices and Attitudes in Selected Insurance Companies*, Dec. '61, p. 73.
RENNIE, ROBERT A., *The Measurement of Risk*, March '61, p. 83.
SARASON, HARRY M., *Association Insurance*, Dec. '61, p. 79.
SCHULTZ, RAYMOND G., *The Regulation of Multiple-Line Insurance Company Investments*, Dec. '61, p. 49.
SCHULTZ, ROBERT E., *The Regulation of Multiple-Line Insurance Company Investments*, Dec. '61, p. 49.
SCHMIDT, RICHARD F., *Does a Deductible Curb Moral Hazard?*, Sept. '61, p. 89.
SCHWARZCHILD, STUART, *Rights of Creditors in Life Insurance Policies*, June '61, p. 51.
SMITH, R. LEE, *Life Insurance Language—Past and Present*, Dec. '61, p. 93.
SNIDER, H. WAYNE, *Teaching Risk Management*, June '61, p. 41.
STALNAKER, ARMAND C., *A Look at the Future Life Agency Force*, Dec. '61, p. 65.
ULFERS, D. D., *Insuring the Senior Citizen—A Case Study*, Dec. '61, p. 1.
WILLIAMS, C. ARTHUR, JR., *Analyzing the Expenses Incurred by Private Workmen's Compensation Insurers*, March '61, p. 71.

WILLIAMS, WALTER, *Measuring the Macroeconomic Effects of Life and Health Insurance,* June '61, p. 77.

Review Articles

DICKERSON, O. D., *The S.O.B's,* Dec. '61, p. 105.
OTTO, INGOLF H. E., *The British Insurance Scene,* Mar. '61, p. 105, *The Hierarchic Hubris of Abstractions,* Dec. '61, p. 105.

Book Reviews

BATEMAN, H. M., *Llaughter at Lloyds,* Ingolf H. E. Otto, June '61, p. 131.
DAHL, ROBERT A., HAIRE, MASON, and LAZARFELD, PAUL F., *Social Science Research on Business: Product and Potential,* Philip Elkin, Mar. '61, p. 114.
DINSDALE, W. A., *The History of Accident Insurance in Great Britain,* Ingolf H. E. Otto, Dec. '61, p. 125.
EELS, RICHARD and WALTON, CLARENCE, *Conceptual Foundations of Business,* Philip Elkin, Dec. '61, p. 127.
FAULKNER, EDWIN J., *Health Insurance,* D. C. Wright, Sept. '61, p. 115.
FRICKE, CEDRIC V., *The Variable Annuity, Its Impact on the Savings-Investment Market,* Donald L. MacDonald, June '61, p. 133.
GARRATY, JOHN A., *Right Hand Man,* Edward B. Larson, Mar. '61, p. 112.
HAIRE, MASON, DAHL, ROBERT A., and LAZARFELD, PAUL F., *Social Science Research on Business: Product and Potential,* Philip Elkin, Mar. '61, p. 114.
HARBRECHT, PAUL J., *Pension Funds and Economic Power,* Oscar R. Goodman, June '61, p. 132.
GLASS, HARDY F., *International Insurance,* Mark R. Greene, Sept. '61, p. 112.
GREGG, DAVIS W. and McGILL, DAN M., *World Insurance Trends,* Theodore Bakerman, Sept. '61, p. 113.
KIMBALL, SPENCER L., *Insurance Public Policy,* C. Arthur Williams, Jr., Sept. '61, p. 110.
LAZARFELD, PAUL F., HAIRE, MASON, and DAHL, ROBERT A., *Social Science Research on Business: Product and Potential,* Philip Elkin, Mar. '61, p. 114.
LINCOLN, MURRAY J., *Vice President in Charge of Revolution,* R. R. Cuscaden, Mar. '61, p. 115.
McGILL, DAN M., and GREGG, DAVIS W., *World Insurance Trends,* Theodore Bakerman, Sept. '61, p. 113.
MIELKE, R. G., *Insurance Surveys Business—Personal,* Paul D. Troy, Sept. '61, p. 116.
RAYNES, HAROLD E., *Insurance,* Archie J. Nichols, Dec. '61, p. 124.
WALTON, CLARENCE, and EELS, RICHARD, *Conceptual Foundations of Business,* Philip Elkin, Dec. '61, p. 127.
ZOFFER, H. JEROME, *A History of Automobile Liability Insurance Rating,* Neil D. Reznik, June '61, p. 134.

Communications

Blaisdell, Paul H., "20,000 Aids to Students of Insurance," June '61, p. 128.
Chastain, James J., Author's Reply, Sept. '61, p. 105.
Cohen, Wilbur J., Author's Reply, Sept. '61, p. 98.
Dickerson, O. D., "Monetary Values for the C.S.A. Table," Sept. '61, p. 102; Comments on "The Reinsurance Game," Dec. '61, p. 99.
Dickinson, Frank G., Author's Rebuttal, June '61, p. 123.
Gould, Jay M., "The Sanborn Buying Power Maps," June '61, p. 129.
Hansen, Knud, Author's Reply, Dec. '61, p. 100.
Magarick, Patrick, "Training Problems Involved in the Handling of Foreign Claims," Sept. '61, p. 107.
Myers, Robert J., Discussion of "The Social Insurance Principle," June '61, p. 120.
Peterson, Ray M., Comments on "The Challenge of Aging to Insurance," Sept. '61, p. 93. Discussion of "The Social Insurance Principle," June '61, p. 115.
Williamson, W. Rulon, Discussion of "The Social Security Principle," June '61, p. 111.

Commission on Insurance Terminology

Committee of Editors, Dec. '61, p. 131.
Committee on General Insurance Terminology, March '61, p. 119—June '61, p. 139—Sept. '61, p. 120—Dec. '61, p. 131.
Committee on Health Insurance Terminology, March '61, p. 118—Dec. '61, p. 137.
Committee on Life Insurance Terminology, March '61, p. 120—June '61, p. 138—Sept. '61, p. 65—Dec. '61, p. 130.
Committee on Pension and Profit Sharing Terminology, March '61, p. 118—June '61, p. 137—Sept. '61, p. 119.
Committee on Property Insurance Terminology, March '61, p. 120.
Committee on Social Insurance Terminology, Sept. '61, p. 119.

Association Business

Addenda—Insurance Research Inventory Questionnaire, Dec. '61, p. 135.
Addenda to the 1959 Research Bibliography, Mar. '61, p. 125.
1960 Annual Meeting Program, Mar. '61, p. 132.
Certificates of Appreciation to Past Presidents, Mar. '61, p. 122.
Change of Association Name, June '61, p. 140.
Committee Appointments for 1961, June '61, p. 144.
Elizur Wright Award for 1960, Mar. '61, p. 124.
Index for Volume XXVII (1960), Dec. '61; Volume XXV, Sept. '61, p. 121.
1961 Institutional Members, Mar. '61, p. 142; June '61, p. 142; Sept. '61, p. 127; Dec. '61, p. 140.
Minutes of 1960 Annual Meeting, Mar. '61, p. 132.
Minutes of Executive Committee Meeting, Dec. '61, p. 132.
NAII Journal of Insurance Awards, Mar. '61, p. 144; June '61, p. 141; Sept. '61, p. 126; Dec. '61, p. 143.
Treasurer's Report, Mar. '61, p. 141.